

**Macomb Community College:  
Associate of Business Administration (ABA)  
Entrepreneurship – Innovation**

**Walsh College:  
Bachelor of Business Administration (BBA)  
Marketing**

Students who have declared both the Macomb ABA program and the Walsh College BBA transfer program on their Macomb student record will be following transfer requirements developed by Walsh College and Macomb Community College. This will allow for necessary courses and credit hours to be applied to degree requirements at each institution.

***Macomb Community College -- Before Transfer:***

**Associate of Business Administration -- Entrepreneurship - Innovation**

**63  
Hrs.**

ACCT 1070 or ACCT 1080

For maximum transferability ACCT 1080 is strongly recommended

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\*BCOM 2050: Business Communications

4

BLAW 1080: Business Law 1

4

BUSN 1010: Business Enterprise

3

BUSN 1210: Entrepreneurship Fundamentals

3

BUSN 1220: Franchising Fundamentals

3

BUSN 1240: Corporate Entrepreneurship

3

BUSN 2000: Global Entrepreneurship

3

BUSN 2030: Global Purchasing & Supply Chain Management

3

ITCS 1010: Computer & Information Processing Principles

4

MGMT 1010: Principles of Management

3

MGMT 1210: Entrepreneurship & Small Business Management

3

MKTG 1010: Principles of Marketing

3

MKTG 1210: Small Business Marketing

3

\*GEN ED - Group I:

ENGL 1180 Communications 1 or ENGL 1210 Composition 1

3-4

\*GEN ED - Group II:

For maximum transferability MATH 1000, MATH 1100, or MATH 1340 is strongly recommended

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\*GEN ED - Group III:

ECON 1160 or PSYC 1010

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\*GEN ED - Group IV:

Art, Creative Writing, Foreign Language, Humanities, INTL 2000, 2300, 2800, Literature, Music, Philosophy, or any WHES 2000 level course.

3-4

Before Transfer

Meet with a Walsh College advisor at the Macomb University Center for assistance when choosing courses and determining credit hours. Up to an additional 19 credit hours may be earned toward your BBA degree while achieving your Macomb ABA degree. A maximum 82 transfer credit hours may transfer. Courses noted with an \* will count toward the required 30 credit hours of general education coursework. ECON 1170 must be completed at Macomb before transfer.

Recommended Courses for Transfer:

ACCT 1090, ACCT 2270, BLAW 1090, \*ECON 1170, \*MATH 1340, (MGMT 2100 or \*PSYC 2400)

19

**Maximum transferable credit hours to Walsh College**

**82 Hrs.**

<b>Bachelor of Business Administration -- Marketing</b>	<b>45 Hrs.</b>
COM 320: Business Communication Methods	3
COM 340: Professional Communication	3
FIN 310: Financial Markets	3
FIN 315: Financial Management	3
IT 335: Business Driven Technology	3
MKTG 415: Consumer and Buyer Behavior	3
MKTG 435: Marketing Research	3
MKTG 460: Strategic Marketing	3
MKTG Electives	6
MGT 461: Business Strategy and Policy	3
QM 301: Statistical Inference for Management Decisions	3
Elective – BBA professional core elective – 400 level	3
Elective Credits or Equivalent Courses not taken above **	6

**Maximum credits at Macomb College = 82**

**Credits in residence at Walsh College = 45**

***Minimum credits for Bachelor of Business Administration in Marketing = 127***

**Important Information:**

- All content is for informational purposes and is designed to be used as a tool to assist students with transfer information but should not be used for self-advising.
- When pursuing a Macomb degree work closely with BOTH Macomb College and Walsh College academic advisors or counselors to ensure all degree requirements are being met.
- Not all prerequisite courses are included on this guide.
- Transfer credit limits vary by each transfer college and major. This program guide may contain more than the maximum number of transfer credits Walsh College will accept.
- Macomb College and Walsh College reserve the right to make any necessary changes to courses, provisions, or transfer requirements without notice.
- It is the responsibility of the student to be aware of changes which will affect their transfer program. Students are strongly encouraged to contact Walsh College on an annual basis to review requirements.
- Concurrent Enrollment: Students may be enrolled and taking courses at both Macomb and Walsh College during the same semester after completing minimum Walsh College admission requirements. Meet with a Walsh College advisor for additional information.
- Reverse Transfer: If you decide to transfer before graduating from Macomb you may be eligible to earn your associate degree after the fact. Meet with a Macomb academic advisor or counselor for information, or visit: [macomb.edu/transfer](http://macomb.edu/transfer).
- For further program information please contact Walsh College at the Macomb University Center at 586.723.1500 to schedule an appointment with a Walsh academic advisor, or visit:

[Macomb University Center - Walsh College](http://Macomb University Center - Walsh College) .

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